

Elizabeth E. Spainhour

Partner



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OFFICE

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Elizabeth Spainhour represents media, communications, and technology companies in a variety of regulatory and business matters. She also provides counsel to businesses on key issues involving privacy, digital marketing, and the rapidly changing digital environment. Elizabeth is a Board Certified Specialist in Privacy and Information Security Law from the North Carolina Board of Legal Specialization.

MY PRACTICE

MEDIA

With a focus on companies in the media and technology industries, Elizabeth provides comprehensive advice and strategic counsel related to mergers and acquisitions and regulatory matters involving these businesses.

She has significant experience advising television and radio stations as well as digital and online businesses. Her recent transactions include the following:

PRACTICE AREAS

Administrative and Regulatory
Business and Corporate
Media and Publishing
Privacy

INDUSTRIES

Advertising
Film & Television
Media, Publishing, & Communications
Technology

EDUCATION

University of North Carolina School of Law
J.D., 2005, with honors; Comments Editor, *North Carolina Law Review*, 2004-2005; Staff, *North Carolina Law Review*, 2003-2004

University of North Carolina at Chapel Hill
M.A., 2002, Park Fellow

Dartmouth College
B.A., 1995, *cum laude*

Certified Information Privacy Professional/United States (CIPP/US) by the International Association of Privacy Professionals (IAPP), 2015

Certified by the North Carolina Board of Legal Specialization as a specialist in Privacy and Information Security Law

BAR & COURT ADMISSIONS

North Carolina
Eastern District

Lead counsel to seller of two Big-Four affiliated television stations in top 100 market.

Lead counsel to buyer in acquisition of Big-Four affiliated television station in top 75 market.

Lead counsel to buyer of two television stations in top 150 markets.

Counsel to buyer of four Big-Four affiliated television stations in divestiture transaction, including representation before the Antitrust Division of the U.S. Department of Justice.

Lead counsel to buyer of cluster of six radio stations.

Lead counsel to seller of Top-Six affiliated television station in top 100 market.

Counsel to seller of two Big-Four affiliated television stations in top 125 markets.

Elizabeth's extensive experience includes representing broadcast media clients before the Federal Communications Commission. She regularly counsels clients on the full gamut of FCC regulatory issues, including political, EEO, children's programming, contests and promotions, ownership, licensing and renewals, and online public file requirements. She routinely assists clients with critical business contracts such as network affiliation agreements.

PRIVACY

Elizabeth frequently works with digital media companies and other online businesses to provide advice and strategic counsel on privacy matters of concern. She works with clients to assess data collection and use practices and to craft responsive privacy policies.

Elizabeth is a member of the Privacy and Information Security Law Specialization Committee of the North Carolina State Bar. She was one of the first attorneys in the state to receive this specialization when it launched in 2018. She also served as founding chairperson of the North Carolina Bar Association's Privacy and Data Security Committee and is a [Certified Information Privacy Professional](#) (CIPP/US).

HONORS

Recognized in [North Carolina Super Lawyers](#) (Thomson Reuters) as a "Rising Star" in Communications (2011-2015)

COMMUNITY INVOLVEMENT

Member, Umstead Act Unfair Competition Panel (2019-Present)

Co-Chair, Carolinas Chapter, [Federal Communications Bar Association](#) (2010-2014)

Member, [Federal Communications Bar Association](#)

Member, [International Association of Privacy Professionals](#)

Member, [Carolina Privacy Officials Network](#)

Member, [American Bar Association](#)

Member, [North Carolina Bar Association](#)

Member and Past Chair, Privacy and Data Security Committee, [North Carolina Bar Association](#) (2017-present)

Secretary, Treasurer, Section Council, Constitutional Rights and Responsibilities Section, [North Carolina Bar Association](#) (2007-2014)

Member, [Wake County Bar Association](#)

Volunteer Attorney, [Legal Aid of North Carolina Lawyer on the Line Program](#) (2013 - present)

[Guardian ad Litem, Wake County, NC](#) (2006-2009)

PUBLICATIONS & MEDIA

Co-presenter (with Sue Young), "Managing Risk in Contract Drafting and Negotiation," Association of Corporate Counsel CLE, Raleigh, NC, December 2018

Contributor, Brooks Pierce's [Digital Media and Data Privacy Blog](#)

Presenter, The Digital Marketer's Legal Playlist: Greatest Hits, Internet Summit 2014, November 2014

Presenter, "License Renewal in Broadcast: What To Do Now," Knowledge Congress Legal Series, November 2012

Elizabeth Spainhour Discusses Data Privacy with Business North Carolina, November 18, 2019

What North Carolina Businesses Need to Know About the California Consumer Privacy Act, October 11, 2019

Elizabeth Spainhour Selected As North Carolina Lawyers Weekly 2019 Leader in the Law, September 9, 2019

Brooks Pierce Partner Appointed to the Umstead Act Unfair Competition Panel, June 25, 2019

Brooks Pierce Partners Advise Longtime Broadcaster on Sale of Two Television Stations, May 23, 2019

Brooks Pierce Attorneys Represent Lockwood Broadcasting in \$67 Million Acquisition, February 25, 2019

Brooks Pierce Partner Certified as a Specialist in Privacy and Information Security, February 22, 2019

Brooks Pierce Attorney Serving on Team Developing N.C. State Bar Specialization in Privacy and Information Security, March 27, 2018

Brooks Pierce Attorney Named Chair of New NCBA Committee, June 30, 2017

Elizabeth Spainhour and Charles Marshall Offer Data Privacy Advice to Triangle Business Journal Readers, January 5, 2016

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SPEAKING ENGAGEMENTS

Elizabeth Spainhour and Sue Young Present Continuing Legal Education Seminar , December 14, 2018

Stephen Hartzell and Elizabeth Spainhour Speak on Digital Marketing at Guilford Merchants Association, July 14, 2015

Brooks Pierce Partners Discuss Cybersecurity at NCTA Event, April 16, 2015

Spainhour and Hartzell Present to Triad's Largest PR Association, March 10, 2015